



*A Redevelopment Submittal for
the Eastland Mall Property*

March 26, 2018



- Team Introduction
- Why Eastland?
- Vision
- What Does Success Look Like?
- Q&A



Team Introduction



Jim Gross
Company

- **Crosland Southeast:**
 - Charlotte is home – 91 years
 - Legacy of integrity, quality, performance & “placemaking”
 - Strong history of leading challenging mixed/multi use developments
 - Direct experience successfully redeveloping mall sites
- **Jim Gross Company:**
 - Charlotte is home
 - Reputation for creativity and quality
 - Deep resume of “custom-designed,” innovative projects
- **Bailey Patrick/MPV Properties:**
 - Charlotte is home
 - 35-year history of working with landowners &

BIRKDALE VILLAGE HUNTERSVILLE, NC



BIRKDALE VILLAGE

HUNTERSVILLE, NC



BLAKENEY

CHARLOTTE, NC



BLAKENEY
CHARLOTTE, NC



STONECREST
CHARLOTTE, NC



STONECREST CHARLOTTE, NC

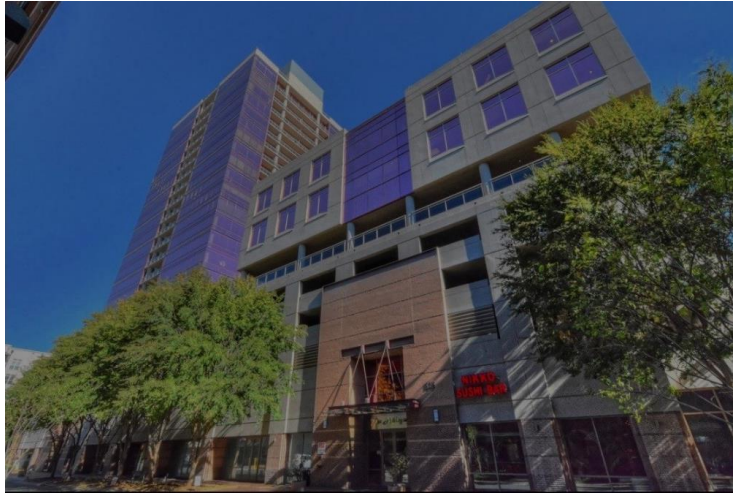


Jim Gross Company – Ivey's



The first downtown mixed-use development (residential, office, retail and parking).

Jim Gross Company – Factory South & The Arlington



Factory South was the first “loft-conversion” in Charlotte. It was a complete renovation of the 300,000 SF old “Lance Cracker Factory” dating back to the late 1800’s. The lofts sold for about \$100,000 per unit. Today, they sell for over \$250,000 and up.

The Arlington was first high-rise residential and true mixed-use development (residential, office, retail and parking) in South End Charlotte.

Jim Gross Company – Opus Myers Park



Now under construction at the intersection of Providence and Queens Roads. It is the first “full-floor” condominium development in Charlotte. The main feature of the development is the creation of an “urban walkway” through the center of the development connecting Providence to Queens.

WHY EASTLAND?

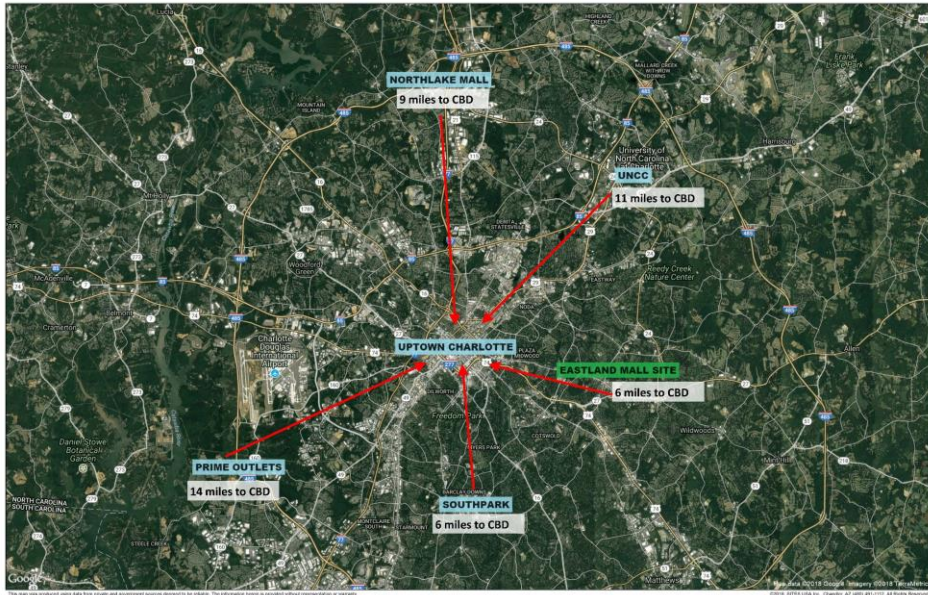
Why Eastland?

- Opportunity to be Transformative
- Strategic Location
- Historical Destination
- Potential for Best New Urban Center in Charlotte
- It's Important to Us

Why Eastland?



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Company



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VISION

Vision



CROSLAND
SOUTHEAST

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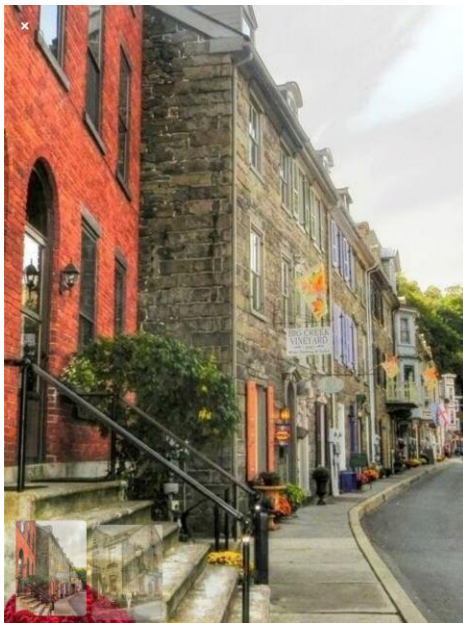
- A clean slate - a large land area with literally “nothing” on it.
- Opportunity to create a new “tailored” urban environment.
- Focus on full range of millennial housing opportunities.
- Pedestrian oriented.
- Create a “mixing-bowl” of uses – a wide variety of residential types, and an organic mix of retail, restaurant, office, hotel and medical.
- The development will be the catalyst for igniting change around its proximity.

Vision



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WHAT DOES SUCCESS LOOK
LIKE?

- Bias to Action ~ Must demonstrate progress and soon
- Transformative for Entire Area ~ Halo Effect
- New Model of Urban Development which reflects authentic diversity, mixed incomes and activated public spaces
- Appreciating Property Values
- The addition of an organic mix of Commercial, Retail, Restaurant & Entertainment Amenities for the Trade Area
- Rewritten Market Perception of Eastland

ONE BELLEVUE PLACE NASHVILLE, TN

SETTING

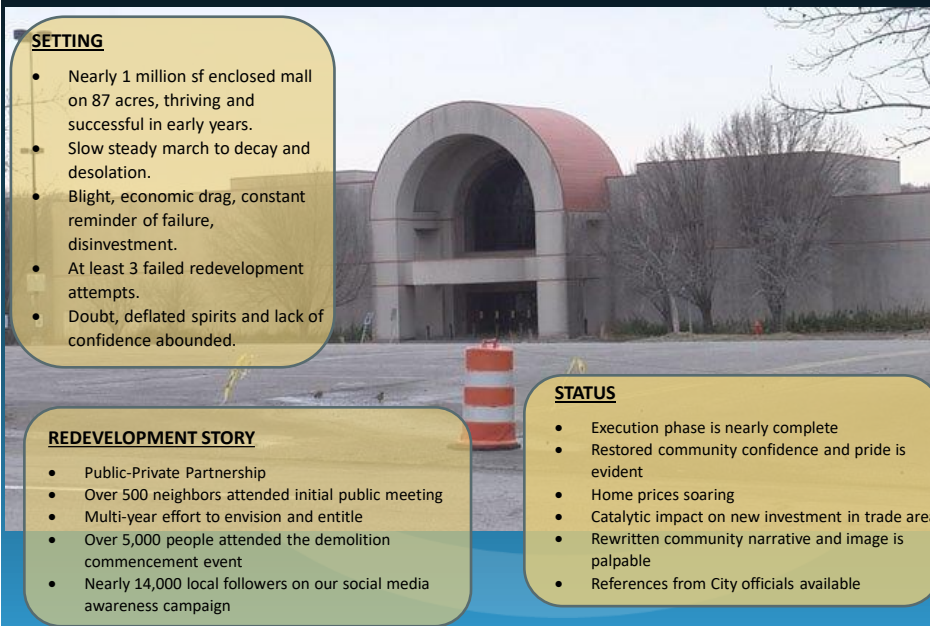
- Nearly 1 million sf enclosed mall on 87 acres, thriving and successful in early years.
- Slow steady march to decay and desolation.
- Blight, economic drag, constant reminder of failure, disinvestment.
- At least 3 failed redevelopment attempts.
- Doubt, deflated spirits and lack of confidence abounded.

REDEVELOPMENT STORY

- Public-Private Partnership
- Over 500 neighbors attended initial public meeting
- Multi-year effort to envision and entitle
- Over 5,000 people attended the demolition commencement event
- Nearly 14,000 local followers on our social media awareness campaign

STATUS

- Execution phase is nearly complete
- Restored community confidence and pride is evident
- Home prices soaring
- Catalytic impact on new investment in trade area
- Rewritten community narrative and image is palpable
- References from City officials available



**CROSLAND
SOUTHEAST****Jim Gross
Company**

The quality of our neighborhoods defines our city and reflects our city's values. The redevelopment of the Eastland Mall property provides arguably the best opportunity in Charlotte to demonstrate those values, and we cannot overstate the potential new investment that will be made in this broader part of east Charlotte if the new urban center is developed well.

**CROSLAND
SOUTHEAST****Jim Gross
Company**

QUESTIONS AND ANSWERS